Annual Report
1986–87

Essex Institute
132 Essex Street
Salem, Massachusetts

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1987–88

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Essex Institute

Annual Report 1986–87

Chairman's Report

Dear Members and Friends of the Essex Institute:

The Essex Institute depends on the resources of the community in order to serve as a center for Essex County history to be collected, studied, and enjoyed. Fiscal year 1987 will be remembered as a year when support of the Institute jumped dramatically. I would like to thank each individual who contributed to the Institute, through membership and donations. For the second year in a row, the Essex Institute continued to broaden its base of financial support from fundraising activities and earned income sources, resulting a 27 percent increase over the previous year.

The Essex Institute is indebted to the many local residents and community leaders who volunteer their time to the Essex Institute. Of particular note are those trustees whose term ended at the end of this fiscal year: Thomas A. Askew, Jr., Wenham; Mrs. John B. Ballou, Salem; John J. Fox, Danvers; Mrs. Emerson T. Oliver, Marblehead; and Francis P. Story, Prides Crossing. In helping to guide the Institute, trustees offer their skills and their knowledge of the region.

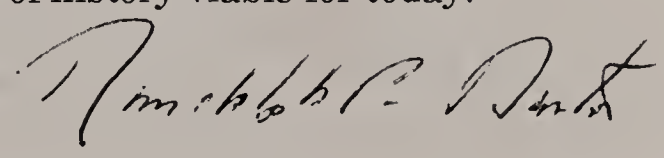
Of course, the backbone of the Institute is its membership, which increased 14 percent over the previous year to 1,700 strong—representing local, regional, and national support. Our corporate members program has grown to 166 members in three categories. This "business to business" cooperation makes apparent that the Essex Institute is an important resource in the community.

Fundraising activities experienced a significant boost. A $25,000 trustee challenge enabled the Annual Giving Program to achieve a record $126,000. Three donor clubs—Holyoke, Rooster, and President's—have also helped to stimulate giving, and the Essex Institute is very grateful to everyone who supported annual giving at these generous levels.

Support from the local community is important to secure state and federal grants which signify our increasing professional status in the museum field. During fiscal year 1987, the Institute received grants from the Massachusetts Council on the Arts and Humanities and the National Endowment for the Humanities (NEH). The NEH award is quite a milestone in the history of the Essex Institute. It launches a new era in long-range planning for the Institute as we develop the projects of the Museum Neighborhood.

The Essex Institute is learning to make the most of its income-generating opportunities. With the application of basic marketing principles, the Institute achieved a 25 percent increase in admissions revenue and a 40 percent increase in museum shop sales. The Cotting-Smith Assembly House has proven a gracious and profitable rental facility, while special events such as the Harvest Festival and the Oriental Rug Bazaar have become quite popular and financially beneficial for the Institute.

So, as you can see, the Essex Institute is branching out in many directions to make the business of history viable for today!



Chairman

President's Report

Dear Members and Friends of the Essex Institute:

Each year it is gratifying to review the progress of the Essex Institute, and fiscal year 1987 (April 1, 1986–March 31, 1987) is no exception. Increasingly at the Essex Institute, we recognize two "bottom lines." Like many businesses we set goals for income and a budget for expenses—a financial bottom line. But we also have a second bottom line that is tied to our mission to collect, preserve, study, and interpret the history of the Essex County people from the seventeenth century to the present. This second bottom line is the reason we are in business. Thanks to the generosity of the community and the hard work of a dedicated board of trustees and staff, we have continued to broaden our scope of programs while achieving a financial break-even position for the second year in a row.

Federal Period Glass

The Institute continues to add to its rich collections—a memory of Essex County past. This year, the Institute received 1,057 objects into the museum and the library collections from 120 donors—painting, decorative arts of all sorts, costume, books and manuscripts, diaries and photographs—stretching over three hundred years. Among the highlights were thirty pieces of Federal period glass, which belonged to Joseph White, the second owner of the Gardner-Pingree House. Another important acquisition for the Gardner-Pingree House is an

17th Century paneled chest

exquisite garniture of the same period (*circa* 1790–1810), of polychrome Chinese export. A rare, virtually untouched seventeenth-century paneled chest now joins an already distinguished collection of early Essex County furniture.

The James Duncan Phillips Library continued to thrive as a center of scholarly enterprise at all levels of research—amateur, student, and professional. During the year, the library staff served 2,694 readers in person, about 13 percent of whom were members, and answered 600 letters from researchers around the world. Topics researched included: the changing image of England in America, 1800–1860; the growth of radicalism in pre-revolutionary Salem; the mapping of Essex County's coastline; and Canton, China, 1780–1880. The Essex County Business Records project is a partnership between staff and fifteen Essex Institute corporate members to catalog and preserve some of the many account books in our collections. It has already led to many new discoveries—with a collection of 4,000 volumes, the opportunity for a new view of the past is almost unlimited.

Exhibitions are an important means of communicating history to the general public. This year "A Matter of Taste: Cooking and Dining at Home, 1686–1986" focused on one of the essentials of life: food. The response to the show exceeded anyone's expectations, and certainly contributed to this year's surge in admissions. There were a number of welcome new gifts and purchases, particularly twentieth-century items for the exhibition.

Collecting and preserving material culture separates us from other educational institutions, but, as a museum and library, education is our fun-

damental reason for existence. The Essex Institute is an educational institution, and this year a record 62,000 people—you, other members and friends, and visitors to the North Shore—came to the Institute library, museum galleries, and historic houses to learn of and from the past. Included in that total were 8,000 school children from all over New England who came to the Institute as an extension of their classroom learning.

Education and membership programs continue to grow. Highlights this year included the second Essex Institute field trip, which gave a group of members the opportunity to learn more about the regional culture of Savannah, Georgia. Back at home, the Harvest Festival continued to grow for the third year as a celebration of traditional crafts and culture with a regional and national audience. We also inaugurated "Eerie Events" during Halloween. These lantern-lit house tours featured costumed guides telling mysterious tales of Essex County during Salem's city-wide celebration, "Haunted Happenings."

Perhaps the single most important achievement of this fiscal year was a $400,000 challenge grant award from the National Endowment for the Humanities (NEH), which launches a two million dollar capital campaign for the Essex Institute Museum Neighborhood. The NEH Challenge Grant program is very competitive with high standards for its applicants, and the award represents national recognition of the Institute's goals as a model for future museum planning. Projects include a major restoration of the Gardner-Pingree House and the Derby-Beebe summerhouse and gardens. In recreating a neighborhood of the 1790–1820 period, the Crowninshield-Bently House will also undergo some restoration work. New programs and tours will be developed which utilize the houses, their collections, and the history associated with them. The Plummer Hall auditorium will be renovated and a new exhibition gallery will be created. A new climate control system in the library stacks will be installed. Endowments for the education program, exhibitions, and paper conservation will be established, and the Gardner-Pingree House endowment will be increased to maintain the restoration work for years to come.

Your continued support as members and friends of the Essex Institute will make it flourish in the coming years. Thank you!

Anne Farnam

President

Polychrome Chinese Export

Treasurer's Report

Essex Institute is a nonprofit organization established to collect, preserve, and interpret Essex County history. The organization is exempt from federal income taxes under Section 501(c)(3) of the Internal Revenue Code.

During the fiscal year 1987 the Institute received a $400,000 challenge grant from the National Endowment for the Humanities (NEH), and received funds for a $2,000,000 capital campaign. Gifts, pledges, and grant payments are classified as temporary endowment funds until reallocated or restricted pursuant to the purposes of the challenge grant.

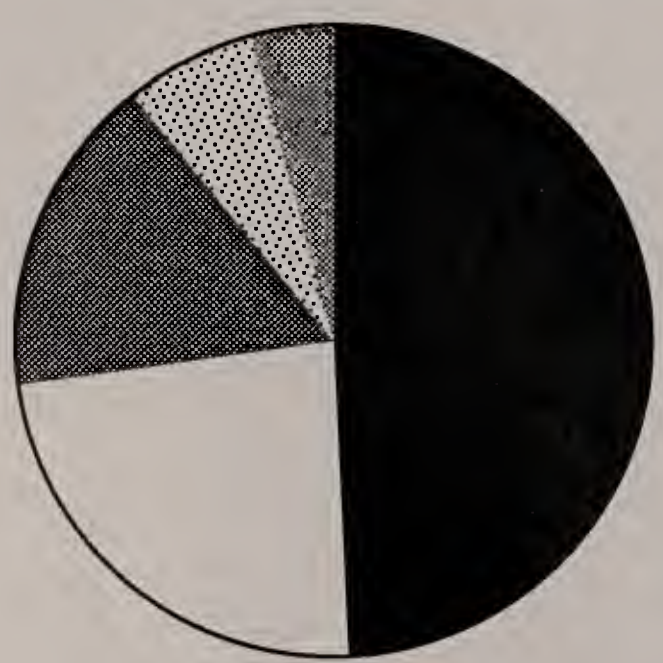
The accounts of the Essex Institute are maintained in accordance with the principles of fund accounting. The audited statements of account prepared by Albert W. Dodge, Jr., are available by writing to: Business Office, Essex Institute, 132 Essex Street, Salem, MA 01970. The books are also available for inspection in the Business Office.

Respectfully submitted,

Stanley J. Lehowski

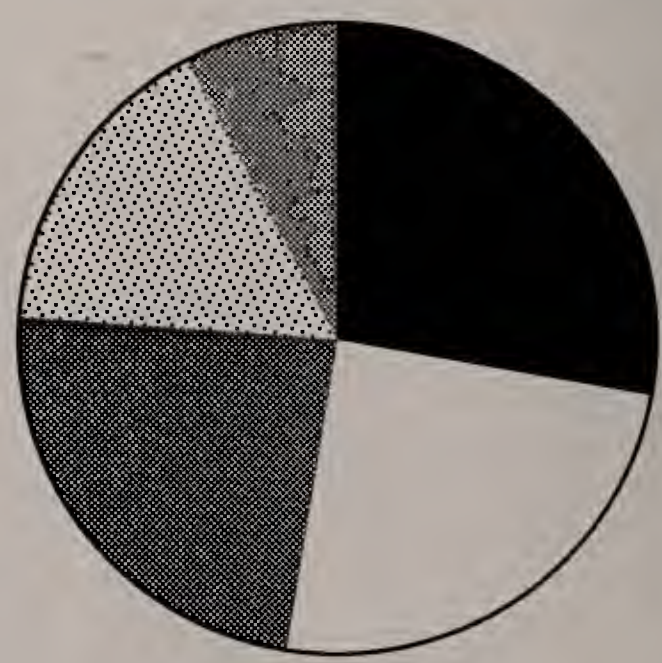
Treasurer

Revenue Sources 1987



Endowment and Trust	49.3%
Earned Income	23.6%
Annual Giving	16.2%
Membership	6.7%
Grants	4.2%

Operating Expenses 1987



Collections	27.9%
Administration	24.6%
Buildings and Grounds	23.6%
Membership and Development	16.0%
Education	7.9%

ESSEX INSTITUTE
BALANCE SHEET
YEAR ENDED MARCH 31, 1987
(With Comparative Totals for March 31, 1986)

	Current Fund	Plant Fund	Endowment Fund	March 31, 1987 Total	March 31, 1986 Total
ASSETS					
Current Assets					
Cash and Temporary Cash Investments (Note 4)	$198,326	$ -	$ -	$ 198,326	$ 208,483
Accounts Receivable	3,166	-	-	3,166	12,219
Grants and Pledges Receivable (Note 5)	34,000	-	399,106	433,106	-
Dividends and Interest Receivable	47,870	-	-	47,870	68,248
Gift Shop Inventory	51,410	-	-	51,410	54,409
Prepaid Expenses	62,804	-	-	62,804	38,282
Total Current Assets	397,576	-	399,106	796,682	381,641
Fixed Assets, Net of Depreciation (Note 6)	-	2,379,317	-	2,379,317	2,137,650
Cash Held for Investment (Note 4)	-	-	(41,928)	(41,928)	9,751
Investments (Note 3)	-	-	4,533,553	4,533,553	4,210,851
Total	**$397,576**	**$2,379,317**	**$4,890,731**	**$7,667,624**	**$6,739,893**
LIABILITIES AND FUND BALANCES					
Current Liabilities					
Accounts Payable and Accrued Expenses (Note 7)	$ 54,733	$ -	$ -	$ 54,733	$ 40,323
Membership Dues Received in Advance	4,382	-	-	4,382	9,902
Current Portion of Long-Term Debt (Note 8)	-	-	-	-	34,375
Total Current Liabilities	59,115	-	-	59,115	84,600
Long-Term Debt (Note 8)	-	-	-	-	137,500
Deferred Revenue and Restricted Gifts and Grants	255,542	-	-	255,542	260,388
Total Liabilities	314,657	-	-	314,657	482,488
Fund Balances					
Current	82,919	-	-	82,919	63,203
Plant	-	2,379,317	-	2,379,317	1,965,775
Endowments (Note 9)	-	-	4,890,731	4,890,731	4,228,427
Total Fund Balances	82,919	2,379,317	4,890,731	7,352,967	6,257,405
Total	**$397,576**	**$2,379,317**	**$4,890,731**	**$7,667,624**	**$6,739,893**

ESSEX INSTITUTE
STATEMENT OF ACTIVITY
YEAR ENDED MARCH 31, 1987
(With Comparative Totals for March 31, 1986)

	Current Fund	Plant Fund	Endowment Fund	March 31, 1987 Total	March 31, 1986 Total
Support and Revenue					
Admissions	$ 76,661	$ -	$ -	$ 76,661	$ 60,848
Membership Dues	57,585	-	-	57,585	48,339
Publications	9,719	-	-	9,719	8,990
Museum Shop	133,193	-	-	133,193	110,326
Gifts and Donations Availed of	167,718	-	-	167,718	132,378
Endowment Income Availed of	383,425	-	-	383,425	390,317
Other Income	92,158	-	-	92,158	62,517
Total	920,459	-	-	920,459	813,715
Expenses					
Program					
Collections	217,540	7,975	-	225,515	207,328
Education	57,949	1,659	-	59,608	48,239
Supporting Services					
Membership and Development	139,146	3,985	-	143,131	101,652
Administration	190,353	5,453	-	195,806	196,394
Buildings and Grounds	179,809	20,678	-	200,487	187,841
Museum Shop	109,122	4,071	-	113,193	98,267
Total	893,919	43,821	-	937,740	839,721
Excess (Deficiency) of Support and Revenue over Expenses Before Capital Additions	26,540	(43,821)	-	(17,281)	(26,006)
Capital Additions					
Gifts and Grants Received	-	182,676	822,150	1,004,826	632,604
Net Realized Investment Gains	-	-	57,572	57,572	22,219
Total Capital Additions	-	182,676	879,722	1,062,398	654,823
Excess (Deficiency) of Support and Revenue Over Expenses After Capital Additions	26,540	138,855	879,722	1,045,117	628,817
Fund Balances, Beginning of Period, as Previously Reported	63,203	1,965,775	4,228,427	6,257,405	5,624,685
Add (Deduct): Transfers Between Fund Balances	(6,260)	178,809	(172,549)	-	-
Add (Deduct): Transfers Between Fund Balances and Deferred Revenue and Restricted Gifts and Grants	(564)	95,878	(44,869)	50,445	3,903
Fund Balances, End of Period	**$ 82,919**	**$2,379,317**	**$4,890,731**	**$7,352,967**	**$6,257,405**

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Summary of Essex Institute Programs
April 1, 1986-March 31, 1987

Sat., April 5, 12, 19	LIBRARY SERIES ON FAMILY HISTORY. "Tracing Your Roots: Genealogy," "Tracing the History of Your House," "Conserving Your Family Papers."
Fri., April 18–April 21	ORIENTAL RUG BAZAAR. Co-sponsored with Knights of Columbus and Landry & Arcari.
Tues., April 22	FOUR MUSEUMS VOLUNTEER DAY. "Ports in Contention: the Rise of Boston, the Fall of Salem," by William M. Fowler.
Tues., April 29	ESSEX INSTITUTE ANNUAL MEETING.
Tues., May 13	DAY BUS TRIP TO ESSEX COUNTY GARDENS.
Sat., May 31	OPENING DAY MILITARY ENCAMPMENT. "18th-Century Military Camp Life." His Majesty's 1st Battalion of Marines.
Thurs., June 5–Wed., Dec. 31	EXHIBITION OPENING. "A Matter of Taste: Cooking and Dining at Home, 1686 –1986."
Fri., Aug. 15	NEW ENGLAND BAKED BEAN LUNCH at the Essex Institute in celebration of Heritage Days.
Sun., Aug. 17	HERITAGE DAYS PARADE with Essex Institute float.
Fri., Sept. 26	HARVEST FESTIVAL PREVIEW PARTY/BENEFIT.
Sat., Sept. 27	HARVEST FESTIVAL. Folk art exhibition and sale, crafts demonstrations, and traditional entertainment.
Tues., Oct. 7	FIELD TRIP TO SAKONNET VINEYARD for gourmet lunch and wine tasting.
Fri. Oct. 24–Fri., Oct. 31	HAUNTED HAPPENINGS. "Eerie Events": strange tales told by lantern light in EI historic houses.
Sat., Oct. 25	MAGIC SHOW AND WORKSHOP with Dario.
Wed., Oct. 29	CONSTITUTION SYMPOSIUM. Sponsored by Bay State Historical League and Salem Maritime National Historic Site. Workshop at Essex Institute.
Mon., Nov. 3–Mon., Dec. 1	NUESTRO BARRIO. Exhibition of photographs by Salem High School bilingual students.
Thurs., Nov. 6	WORKSHOP. "The Fine Art of Cake Decorating" by Cile Burbidge.
Thurs., Nov. 20	GEORGE S. PARKER MEMORIAL LECTURE. Charles Osgood, speaker.
Wed., Dec. 10	CHILDREN'S CHRISTMAS PARTY.
Thurs., Dec. 11	FOUR MUSEUMS HOLIDAY SHOPPING EVENING.
Sat., Jan. 17, 24	DEMONSTRATIONS. "18th-Century Cookery" and "19th-Century Cookery" by Don Daly in the Gardner-Pingree House.
Wed., Jan. 21	ESSEX INSTITUTE CORPORATE MEMBERS PARTY.
Wed., Feb. 11	VOLUNTEER RECOGNITION RECEPTION.
Fri., Feb. 13–Feb. 16	ORIENTAL RUG BAZAAR. Co-sponsored by Landry & Arcari Hawthorne Hotel, and Essex Institute.
Sat., Feb. 14	RUG BAZAAR BENEFIT PARTY.
Wed., Mar. 11 18, 25	ROPES MEMORIAL BOTANICAL LECTURE SERIES. "Floral Imagery and Symbolism: A Focus on Boston Area Museum Collections," Part I and Part II by Carole Taynton. "Flowers, Fun, and Fantasy," by Constance McCausland.
Sun., Mar. 29 – Wed., Apr. 1	SPRING FIELD TRIP. Savannah, Georgia.

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